

MEMORANDUM NO. 02-1625

DATE: October 30, 2002

M-7

TO: Mayor Jim Naugle
Vice-Mayor Cindi Hutchinson
Commissioner Gloria F. Katz
Commissioner Tim Smith
Commissioner Carlton B. Moore

FROM: F. T. Johnson, City Manager 

VIA: Bud Bentley, Assistant City Manager
Faye Outlaw, Interim Director 

BY: Chuck Adams, Manager
Redevelopment Services and Marine Facilities

SUBJECT: November 5, 2002 Agenda -- Central Beach Master Streetscape Plan --
Acceptance of Master Plan

A motion accepting the Beach Master Streetscape Plan provided as Exhibit 1 is requested.

BACKGROUND

At your meeting of May 7, 2002, we along with representatives of EDSA and Keith and Schnars presented the Final Draft Beach Streetscape Master Plan. As part of that presentation, we indicated we would return for formal acceptance of the final report after making further refinements to the budget and confirming the feasibility of the financing strategy being used to fund the entire program. The final Beach Streetscape Master Plan eliminates redundancy in the previous report which included the report for every draft previously reviewed and updated from meetings with the Beach Redevelopment Advisory Board (BRAB) and City staff. For a quick overview of the various treatment programs by major streets and intersection, the matrix provided at Page 13, Exhibit 1 provides an efficient summary. After further refinement of the budget, we have established the not-to-exceed estimate, including hard and soft costs, at \$9.4 million. The more detailed breakdown on the budget by sub-area district is found on Appendix Page A-3, Exhibit 1 as well as elsewhere in the final report.

As reported, in the adoption and acceptance of the FY 2003 - 07 Five Year Funding Plan for the Central Beach, we have confirmed with officials of the Florida Department of Transportation (FDOT) that they have no objections to the City using tax increment funds as an advance on the grant reimbursable of up to \$15.1million for implementation of the Fort Lauderdale Transportation Improvement Program. This will allow us to leverage both the FLCRA tax increment and FDOT grant funds so that the streetscape program can be offered and funded throughout the entire central beach and entranceway connecting areas.

The next step in the plan preparation process is proceeding to award of the task order for Schematic Design Services to Keith and Schnars, which appears separately on the agenda. EDSA will continue as the major subcontractor to Keith and Schnars performing Schematic Design Services, while Keith and Schnars will be performing survey work and base mapping

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Page 2

necessary to proceed from Schematic Design to the preparation of the Detailed Plans and Construction Documents.

We recommend acceptance of the Beach Streetscape Master Plan.

FTJ:BB:FO:caa

Attachment

City of Fort Lauderdale

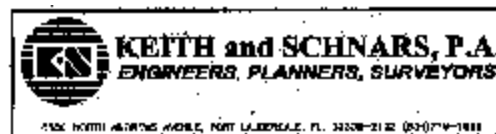


Beach Streetscape Master Plan

Final Master Plan Report

November 5, 2002

Prepared By:



and

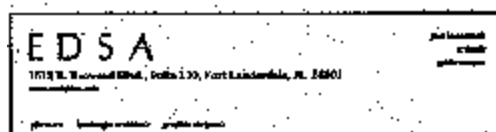




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Preface

Since the City of Fort Lauderdale (City) made the commitment in 1984 to be the “Best City of its Size” by 1994, the City, along with the Central Beach Area, has experienced a continuous influx of renovation and new construction. The Central Beach Area is described as the south property line of South Beach and Bahia Mar to the south to Sunrise Boulevard on the north, and the Atlantic Ocean on the east to the Intracoastal on the West. With voter approval of the 1986 General Obligation Bond, planned public improvements spear-headed the first wave. Adoption in 1988 of a comprehensive re-write of the Central Beach Zoning Code, and establishment in 1989 of the smaller Beach Community Redevelopment Area, created incentives for private development and commitments for further public investment and redevelopment partnerships.

With the realignment of State Road A1A, the relocation of beach on-street parking to medians on adjacent side streets, and the construction of the beach wave wall and promenade completed in 1993, the improved image immediately stimulated improved tourist and resident visitation and private sector response. By 1994, the beach saw transformation with a series of completed small and medium size renovations and adaptive re-use projects, including the conversion of several T-shirt shops along the Central Beach’s commercial strip to trendy, upscale restaurants catering to tourist and residents throughout the county. 1994 marked the year that the private sector responded by proceeding with several development plans for major renovations and new construction. The response was not limited to the Central Beach and, in fact, some of the more ambitious of the new projects broke ground at beach locations both south and north of the Central Beach. The continuous construction, the density of the approved projects, and the perceived impacts on the traffic ways resulted in the desire to revisit the zoning and design guidelines, the existing and planned transportation systems, and the availability of public parking.

In 1998, a moratorium on new development was put in effect for the City to re-review its codes regulating development, and it’s infrastructure plans for transportation and parking. Resulting later in 1998 from the Beach Moratorium Study Process were recommendations for changes or refinements or for more detailed study addressing all three of the study areas. As it relates to proposed improvements to the Beach Transportation System, the City retained Keith and Schnars to undertake the preparation of the detailed Preliminary Design and Engineering (PD&E) Study as a first pre-requisite step in fine-tuning design and assessing costs, impacts and benefits. While these improvement plans primarily affect traffic efficiency and operations, the City’s Beach Redevelopment Advisory Board (BRAB) saw the opportunity to expand proposed landscaping and aesthetic improvements from the key intersections recommended for improvement in the PD&E Study, to encompass all streets within the Central Beach Area as well as the arterials and collectors to the south and north of the Central Beach that formulate the primary entranceways into the barrier island and Fort Lauderdale Beach.



The BRAB's interest in this endeavor dates to at least 1997, when it sponsored and conducted a community-wide workshop to review the image and vision for the beach. From that workshop, resulted the 2020 Fort Lauderdale Beach Vision Statement. The BRAB re-viewed the vision statement at a follow-up workshop in 2000, and formulated a series of action plans identified as representing the "next steps" needed to further implement the vision. That report, released in 2000, identified improvements to the transportation system, including traffic ways, parking, sidewalks, bike lanes and streetscape aesthetics as the most emphasized area to first address.

With the completion of the PD&E Study in 2000, the City Commission subsequently authorized Keith and Schnars in 2001 to proceed with the preparation of detailed design and construction documents for the transportation improvement program. Based on the recommendation of the Beach Redevelopment Advisory Board, the City Commission also approved in 2001 a separate contract with Keith and Schnars and EDSA (the "Team") to complete the Beach Streetscape Master Plan.



Executive Summary

The Team was charged with developing a master plan to address aesthetic issues, within the rights-of-way, to the streets located within the Study Area. The Study Area includes the Central Beach Area (described as the south property line of South Beach and Bahia Mar to the south, to Sunrise Boulevard on the north, and the Atlantic Ocean on the east and the Intracoastal on the West) and AIA from the South Beach parking lot to Mayan Drive, on the east side of the 17th Street Causeway bridge. In addition, the Team was to utilize the street alignment and traffic calming modifications currently being proposed by Keith and Schnars as a result of the Transportation Study. For the purposes of the study, the Study Area has been defined as generally AIA from the 17th Street Causeway Bridge north to Sunrise, and from the Ocean to the Intracoastal.

The team embarked upon the preparation of the Master Plan, which included four (4) main tasks. These tasks included:

- Collection of Base Information
- Site Inventory and Analysis
- Preliminary Master Planning
- Final Master Planning

At the conclusion of the Site Inventory and Analysis phase, the team presented their findings to the Beach Redevelopment Advisory Board. In general, the Team's conclusion was that the biggest issue impacting the streetscape was the expansive areas of asphalt. Due to the overwhelming amount of asphalt, including asphalt in the swales, residents are parking almost anywhere there is asphalt. In addition, when looking down the roadway corridors, since there are no areas for landscape, the roads appear to be as wide as freeways. Other opportunities for streetscape enhancements do exist, regarding maintaining public access to the Intracoastal, traffic calming through intersection treatments and opportunities for gateways, or celebrated entrances with signage and landscape to the Study Area.

In addition to the Design opportunities, the Team concluded that the Study Area generally could be separated into four (4) districts. These districts included:

- South Beach District (the neighborhoods generally south of Bahia Mar)
- Central Beach CRA District (the area from Bahia Mar to Alhambra)
- North Beach Intracoastal/Overlook District (the area from Alhambra to the Bonnet House)
- Sunrise Lane District (the area from the Bonnet House to Sunrise Boulevard)

Early in the planning process, the Team developed a series of Design Initiatives based on the



opportunities identified. These Design Initiatives were developed as a collection of potential aesthetic improvements that could be made to the various streets within the Study Area. During the Preliminary Master Planning Process these initiatives were identified with specific locations on the Beach. These initiatives included:

- Raised intersections with median parking and bike lanes
- Raised intersections with parking in medians
- Raised intersections with landscape "bulb-outs"
- Side street improvements
- Signage improvements
- Southern entrance to the beach on AIA
- Neighborhood Overlook Park(s)

The Preliminary Master Plan was presented to the Beach Redevelopment Advisory Board and refinements were made in order to prepare the Final Draft Master Plan. The Final Draft Master Plan was developed and includes the following initiatives:

- Gateway/Entrance
- Street trees/landscape improvements
- Median treatment with landscape and/or parking
- Intersection treatments
- Intracoastal overlooks
- One way traffic with angle parking and landscape improvements
- Site furnishings
- Secondary gateways
- Gateway Park and plaza
- Parkway
- Bonnet House Entrance
- Special Paving in Turn Lane (Along south AIA in Harbor Beach)

As part of the planning effort, the Team also developed an order of magnitude cost summary to assist the City in budgeting for these aesthetic improvements. This summary includes costs for the aesthetic improvements and their associated administrative and soft costs, however, they do not include costs associated with roadway re-surfacing, changes in alignment or utility relocation. These costs, if necessary, would be associated with the traffic calming and alignment modifications currently being designed by Keith and Schnars based on the Preliminary Design & Engineering (PD&E) traffic study and transportation improvement program.



In summary, the order of magnitude costs are:

South Beach District:	\$1.0 million
Central Beach CRA District	\$2.2 million
North Beach Intracoastal/Overlook District	
Area A from Alhambra to mid-block south of Bayshore	\$300,000
Area B from mid-block south of Bayshore to the Bonnet House	\$3.7 million
Sunrise Lane District	\$2.2 million
Total	\$9.4 million

The Team presented to the City Commission and the Beach Redevelopment Advisory Board, in May 2002, the Final Draft Beach Streetscape Master Plan and discussed the possibilities for implementing the improvements. At the conclusion of these presentations, the City Commission and the Beach Redevelopment Advisory Board recommended that the next steps of implementation for the Beach Streetscape improvements begin. The next steps include acceptance of the Final Beach Streetscape Master Plan, contract authorization to proceed with preparation of Schematic and Detailed Design plans, the refinement of cost estimates, and the development of a preliminary schedule for funding, design and implementation.



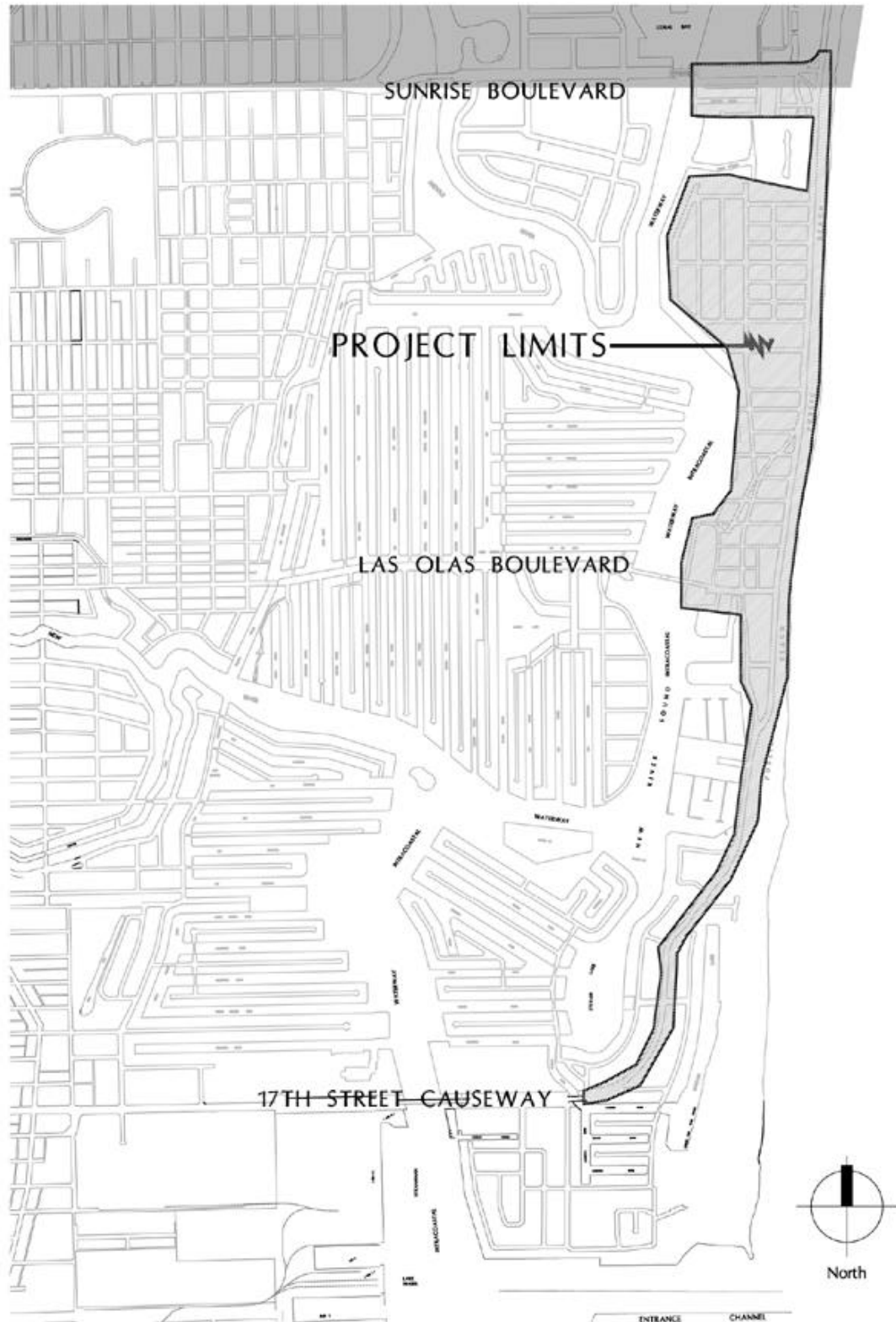
Introduction

The results of the renovations to the Central Beach Area, which were completed in 1995 and funded by the City's 1986 General Obligation Bond Program, dealt primarily with aesthetic improvements and infrastructure to provide the stimulus for redevelopment. Primary to the renovations were the creation of the Beach Promenade and the "People Streets". Since the renovations have been completed, the City of Fort Lauderdale has seen a re-birth of the Central Beach Area. This re-birth has included a number of successful redevelopment projects. Through this growth, the Central Beach Area has also seen an increase in traffic, use, and a higher demand for parking. Due to this quick and expansive growth, in 1998 the City Commission placed a moratorium on development in the Central Beach Area until issues related to traffic, congestion and infrastructure could be studied. During the moratorium, the City studied traffic congestion and traffic calming issues and recommended that a major transportation study be completed for the Central Beach Area. Due to this recommendation, the City commissioned a Transportation Study that was completed in 2000. At the completion of this study, several recommendations were identified as early action projects, specifically relating to traffic calming measures and the re-organization of the circulation on Birch and Seabreeze.

Two (2) of the integral components to the initial Beach renovations were the introduction of "People Streets" and "People Street Intersections". These components are identified in the Fort Lauderdale Beach Revitalization Design Guidelines adopted in July 1989 and revised in July 1990. The concept of the people streets and intersections were to identify several streets, approximately every third block, that were perpendicular to the beach (east/west) and provide for off and on-street parking (in the median) and collect pedestrians on these streets. At these collection points, the intersections were identified and treated with special paving, columns and shell wraps. This identification and collection of pedestrians allowed for safe street crossings on A1A. The people streets also provided opportunities for landscape improvements to improve the aesthetics of the Beach environment.

Due to the success of the beach renovations, the Beach Redevelopment Advisory Board recommended the study of other possibilities, in conjunction with the implementation of the Transportation Study recommendations of improving the aesthetics throughout the Central Beach Area. This is being accomplished through the development of a Beach Streetscape Master Plan that examines the streets not previously improved throughout the Central Beach Area.

The Beach Streetscape Master Plan Study Area is illustrated on page 7: *Beach Streetscape Study Area*, and includes the Central Beach Area (described as the south property line of South Beach and Bahia Mar to the south, to Sunrise Boulevard on the north, and the Atlantic Ocean on the east and the Intracoastal on the west) and A1A from the South Beach parking lot to Mayan Drive, on the east side of the 17th Street Causeway bridge. The City of Fort Lauderdale retained Keith and Schnars and EDSA to complete the Beach Streetscape Master Plan.





The Beach Streetscape Master Planning Process was completed through a four step process. These steps included the following:

- Collection of Base Information
- Site Inventory and Analysis
- Preliminary Master Planning
- Final Master Planning

The Site Inventory and Analysis, Preliminary Master Planning and Final Master Planning all had a presentation component included. These presentations occurred as follows:

- January 28, 2002: Site Inventory and Analysis Presentation to Beach Redevelopment Advisory Board
- March 18, 2002: Preliminary Master Plan Presentation to Beach Redevelopment Advisory Board
- April 15, 2002: Second Preliminary Master Plan Presentation to Beach Redevelopment Advisory Board
- May 7, 2002: Final Master Plan Draft Presentation to City Commission and Beach Redevelopment Advisory Board
- November 5, 2002: Final Master Plan Presentation to City Commission and Beach Redevelopment Advisory Board

This report documents the findings of the Beach Streetscape Master Planning Process. More specifically, the Final Master Plan includes the following:

- Matrix of Road and Intersection Improvements
- Final Master Plan
- Design Initiatives
- Proposed New Projects and City Owned Properties

Final Master Plan

Following a Preliminary Master Plan presentation to the Beach Redevelopment Advisory Board and the City Commission, the Team met with selected City Staff members for their review and comments. Based on the comments, the Team refined the Preliminary Master Plan into a Final Master Plan Document.



One of the significant comments from City staff dealt with the naming convention of the districts, therefore in order to be consistent with other City planning documents, the four (4) Districts were named:

- South Beach District
- Central Beach CRA District
- North Beach Intracoastal/Overlook District
 - Area A
 - Area B
- Sunrise Lane District

The Final Master Plan identifies a series of design initiatives and their potential locations within the Central Beach Area. Based on comments received to date, the Team has refined the Design Initiatives and added other possibilities. These initiatives include:

- 1: Gateway/Entrance statements:** The gateways are located on the beach side of the 17th Street Causeway bridge (at Mayan Drive), the east side of the Las Olas Bridge, possibly in conjunction with the Palazzo Las Olas project, the east side of the Sunrise Bridge in the median, and the intersection of AIA and Sunrise Boulevard.
- 2: Street trees/landscape improvements:** On NE 9th Street within the roadway rights-of-way.
- 3: Median treatment with landscaping and/or parking:** Located primarily in the North Beach Intracoastal/Overlook District. The intent is to remove the swale areas of pavement and replace with landscaping.
- 4: Intersection treatments:** Due to the expanse of pavement and in many cases, paved swales, the Team recommends adding special paved crosswalks raising the intersection and the addition of “bulb-outs” for landscape. In most cases these intersection treatments occur along Birch Road and in and along the streets in the North Beach Intracoastal/Overlook District.
- 5: Intracoastal overlook parks:** Located on the intracoastal end of Valencia, Sebastian and Seville, the Team recommends implementing overlook parks. These parks provide an opportunity for water taxi stops, landscape, and a focal element such as a gazebo and minor decking in order to promote public access to the waterfront. In addition to the three street ends, in the North Beach Intracoastal/Overlook District, the Team recommends the City acquire the parcel of land located on the Intracoastal side of the intersection of Bayshore, Riomar and Antioch. If acquisition is not possible, another opportunity may be to require a future developer of the vacant land to provide an easement to the waterfront for public access and an overlook park.



- 6: One-way traffic with angle parking and landscape improvements:** The rights-of-way along Almond Avenue provide an opportunity to add angled parking for the businesses and landscape improvements. Currently utilized mostly for service, by changing the circulation pattern to one-way, this section of roadway can become more pedestrian oriented.
- 7: Site signage, lighting and site furnishings:** Throughout the four (4) districts, improving the family of signage, lighting, and site furnishings (where the rights-of-way permit) can improve the aesthetics of the Central Beach Area.
- 8: Secondary gateway statements:** In addition to the main gateway elements, there are two specific locations where secondary gateway elements are appropriate. These locations are both the north and south side of the Central Beach Area, or where A1A splits alignment to north bound and south bound.
- 9: Gateway park and plaza (on City owned property):** Two (2) opportunities exist for additional aesthetic improvements with regard to open space and announcing the entrance onto the Central Beach Area. These opportunities are the vacant lot the City of Fort Lauderdale owns on the southwest corner of Birch and Las Olas in the Central Beach District and the northeast parcel of the Palazzo Las Olas project (known as Parcel B, east of Las Olas Circle, west of the canal, south of the Las Olas bridge). The Team recommends a landscape and signage element on the Palazzo Las Olas project, and possibly a small passive park with special paving, site furniture and landscape on the vacant parcel.
- 10: Parkway:** Located primarily along Bayshore Drive and Birch Road, the Team recommends a landscape median within the rights-of-way to provide a vertical element and to break-up the visual corridor found within the roadway. In addition, where the space allows within the rights-of-way, a bike lane that connects to the existing bike lane system in the Central Beach Area should be provided.
- 11: Bonnet House Entrance:** The Beach Streetscape Master Plan provides an opportunity to enhance the existing entrance into the Bonnet House along North Birch Road. These improvements should include landscape and special paving.
- 12: Proposed Relocation of People Street:** Due to the existing land use conditions found along Cortez Street, the Team examined the People Street designations found on the beach. Unfortunately, the conditions along Cortez no longer promote a pleasant pedestrian environment, as the land uses along Cortez are mostly service related fronting Cortez. However, due to the current planning of the Palazzo Las Olas project located on the City of Fort Lauderdale's Las Olas Intracoastal Parking lot, Poinsettia



Street should provide a visual and pedestrian connection from the Intracoastal to the Ocean. Therefore, the Team recommends that the People Street designation be removed from Cortez, and Poinsettia Street be designated as a new people street.

- 13: Special Paving in Turn Lane / Crosswalks improvement:** Due to the turning radius constraints discovered during the Preliminary Master Planning Phase, the opportunity for landscape medians was dismissed. However, the Team still wishes to improve the aesthetics of this section of A1A and, if possible, promote traffic calming. Therefore, the Team recommends that the turning lane be paved with special paving and banding. Through the use of smaller unit pavers, the texture of the surface and the color of the surface will be changed from the asphalt. In addition, the turn lane markings can be marked utilizing special paving. This treatment should promote some traffic calming and improve the aesthetics of the road corridor.

In addition to the turn lane improvements, the residents in Harbor Beach and the City of Fort Lauderdale have also championed aesthetic streetscape improvements along A1A. One of these projects include implementing entry way improvements and gate houses at Mayan Drive and A1A. In addition to the entry way improvements, the City of Fort Lauderdale has designed and bid a series of crosswalk improvements along A1A. Each of these improvements are consistent with the intent of improving the aesthetics of the streetscape environment.

In addition, the business owners of the Sunrise Lane District are in the planning process of improving their neighborhood. The City Engineering staff has been involved with planning these improvements, and they include landscape medians, wider sidewalks, landscape, lighting, and site furnishing improvements. The City has already awarded this neighborhood grant dollars for some of the improvements and several of the business owners are in the process of raising money to fund the detailed design and construction of the improvements.

In order to summarize the Design Initiatives, the Team has developed a Matrix of Streetscape Improvements. This matrix outlines the major street intersections and the proposed improvements. This matrix can be utilized, in conjunction with the Design Initiatives, as a summary of potential aesthetic improvements for the Beach Streetscape, and can be found on page 13.

The Final Master Plan and above described Matrix and Design Initiatives can be found on the following pages 13 -17.



In addition to the proposed master plan elements, discussed above, there are two (2) significant elements/components at the beach the Team has included as part of the Beach Streetscape recommendations that the City should be prepared to address. The first element is independent of the implementation of the primary program and treatments and should be implemented as expeditiously as possible. The second element should be completed after or in conjunction with installation of the planned improvements recommended by this study.

The first component is not directly addressed within the Beach Streetscape Project, but is certainly an integral element at the Beach. This element is the fiber optic component of the existing 'wave wall' along A1A. We were not engaged to address A1A because of the previous bond-sponsored Beach Improvements to A1A and the more recently approved proposed improvements being done in accord with the Transportation Improvement Program. However, because the 'wave wall' and the fiber optic system have become such recognizable 'icons' for the 'Fort Lauderdale Beach,' we feel obligated to reconfirm the importance of the fiber optics and convey the necessity to assure its continued operation due to the positive impact it has on the overall beach image and the promotion of the beach. Subsequently, we recommend its replacement be incorporated into the adopted Master Beach Streetscape Improvement Program.

The second issue concerns maintenance and the importance of recognizing the need to not only construct the improvements but to also acknowledge the necessity to budget for ongoing maintenance. An increase in infrastructure, especially when involving plant materials and other environmentally sensitive furnishings and decorative enhancements contributing to aesthetics and quality of life components, requires additional and continuous maintenance above previously established levels. The City should be willing to support increases for such purposes in future operating budgets.

Beach Streetscape Master Plan Road and Intersection Improvements

STREET NAME (Proposed Design Initiatives)	North Atlantic Blvd. (1,7,8,13)	Seabreeze Blvd (4,7,8, PD&E)	Birch Road (4,7,10,11, Bike Path, PD&E)	Madeline Ave (7,9)	Breakers Ave (None)	Antioch Ave (3,4)	Orton Ave (3,4)	Bayshore Dr (3,4,5,10 Bike Path)	Sunrise Ln (2,7)
Mayan Drive (Paver Crosswalks)	Paver Crosswalks								
Harbor Beach Plow (Paver Crosswalks)	Paver Crosswalks								
Holiday Dr (Paver Crosswalks)	Paver Crosswalks								
A1A/Seabreeze Crossing (Paver Crosswalk)	Paver Crosswalks								
Harbor Dr (Paver Crosswalks)	Paver Crosswalks								
Bahia Mar Main Entrance (Paver Crosswalks)	Paver Crosswalks								
Bahia Mar Parking Lot (Paver Crosswalks)	Paver Crosswalks								
Las Olas Circle (None)				x					
E. Las Olas Blvd (1,4,7)	x	4	1	1					
Banyan St (4,7)		4							
Poinsettia St (4,7,12)	x	4	x						
Cortez St (4,7)	x	4	4						
Valencia St (4,5,7)	x	x	4						
Castillo St (7,10)	x	x	x						
Sebastian St (4,5,7,8)	x	x	4						
Alhambra St (4,7,8)	x	x	4						
Seville St (4,5,7)	x		4						
Granada St (4,7)	x		4						
Bayshore Dr (3,4,5,10)	x		PD&E						
Riomar St (None)	x		x		x			x	
Viramar St (None)	x		x		x				
Windimar St (None)	x		x		x				
Terramar St (4,10, Bike Path)	x		PD&E		x	4	4	x	
Auramar St (None)	x		x		x				
Belmar St (None)	x		x		x				
Vistamar (4)	x		x		x	4	4	4	
NE 9th St (2,7,11)	x		x		x				2
NE 9th Ct (2,7)			x						
Sunrise Blvd (1,2,7)	x		x		2				2

LEGEND:

1 = GATEWAY/ENTRANCE

2 = STREET TREES and LANDSCAPE IMPROVEMENTS

3 = MEDIAN TREATMENT with LANDSCAPE and/or PARKING

4 = INTERSECTION TREATMENT

5 = INTRACOASTAL OVERLOOKS

6 = ONE WAY TRAFFIC with ANGLE PARKING and LANDSCAPE IMPROVEMENTS

7 = SITE FURNISHINGS

8 = SECONDARY GATEWAY

9 = GATEWAY PARK and PLAZA

10 = PARKWAY

11 = BONNET HOUSE ENTRANCE

12 = PROPOSED RELOCATION OF PEOPLE STREET

13 = SPECIAL PAVING in TURN LANE

ROADS DO NOT INTERSECT

x = INTERSECTION WITH NO IMPROVEMENTS



1
GATEWAY SIGNAGE CONCEPT



2
SIDE STREET IMPROVEMENTS



5
NEIGHBORHOOD
OVERLOOK PARK



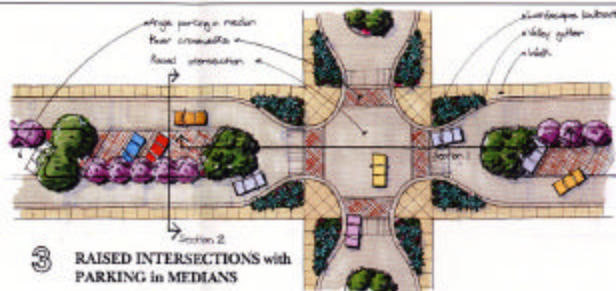
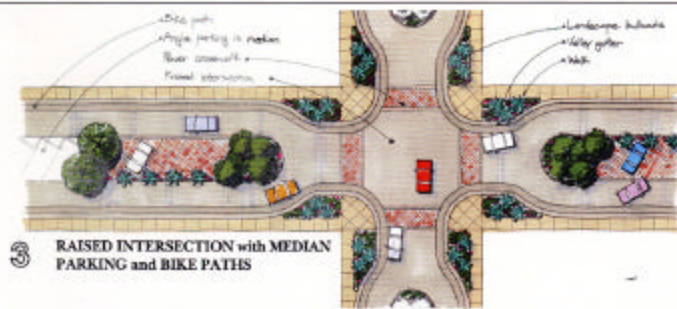
6
SIDE STREET IMPROVEMENTS



7
SIGNAGE
IMPROVEMENTS

BEACH STREETSCAPE MASTER PLAN DESIGN INITIATIVES

NOVEMBER 2002



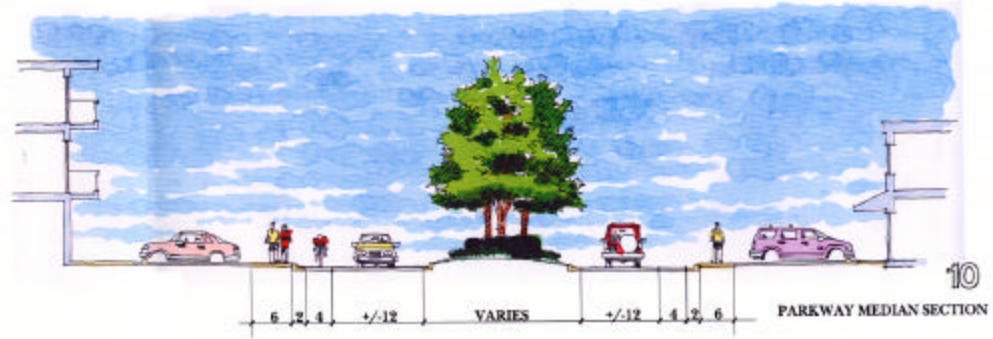
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EDSA
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JANUARY 2002

BEACH STREETSCAPE MASTER PLAN DESIGN INITIATIVES

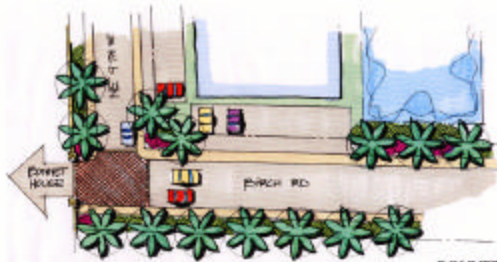
NOVEMBER 2002



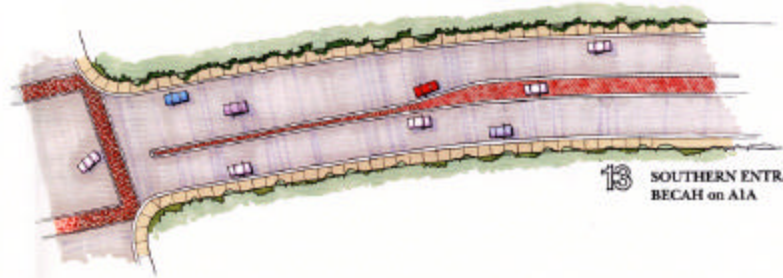
8
SECONDARY GATEWAY



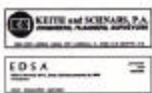
10
PARKWAY MEDIAN SECTION



11
BONNET HOUSE ENTRANCE



13
SOUTHERN ENTRANCE to
BECAH on A1A



BEACH STREETSCAPE MASTER PLAN DESIGN INITIATIVES

NOVEMBER 2002



Proposed New Projects and City Owned Properties

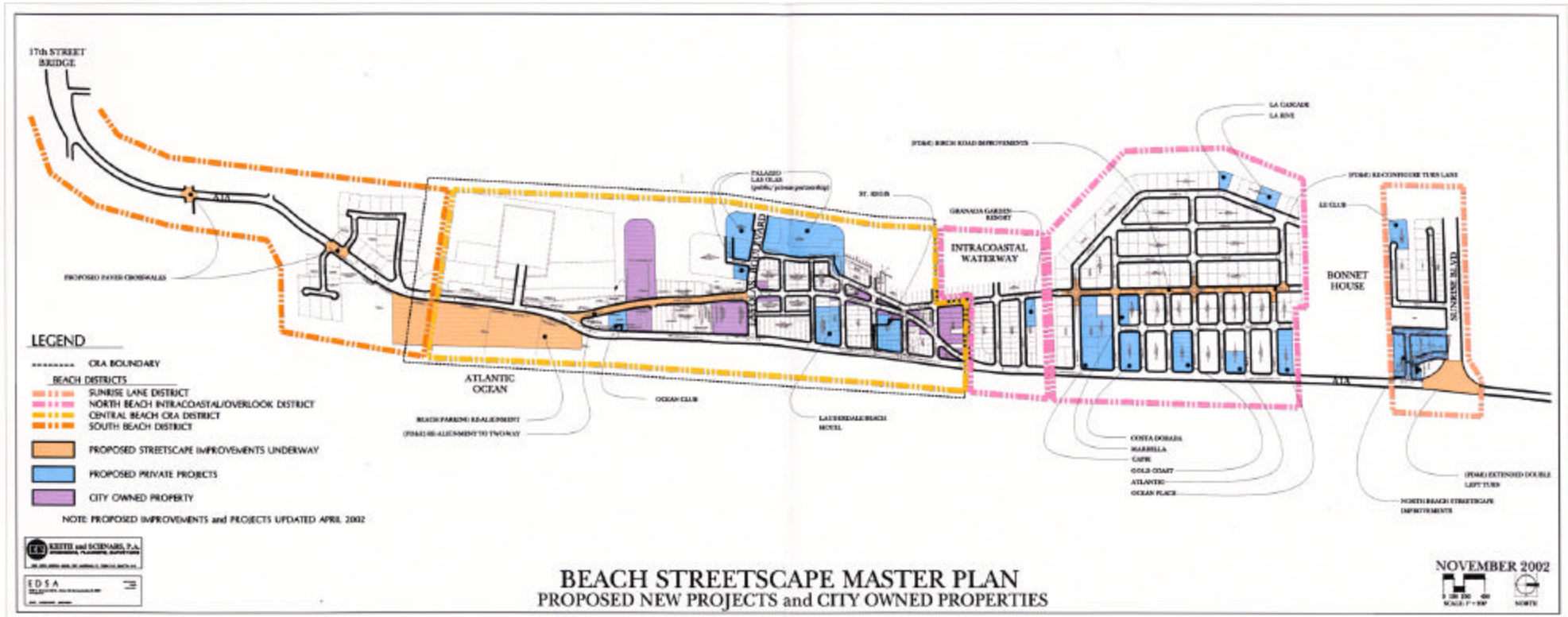
During the initial analysis phase and planning effort, the Team developed the Proposed New Projects and City Owned Properties plan, found on page 19. This plan delineates the four (4) districts previously described and the City of Fort Lauderdale's Central Beach Area CRA Boundary. In addition to the districts, the Team has identified the public projects associated with the City's Transportation Study and the private sector projects that are, as of late March, 2002 under DRC review with the City's planning department.

In general, the projects associated with the City's transportation study (depicted in the beige color) include:

- Seabreeze (from Las Olas to the Oasis Cafe)
- Birch Road traffic calming with two roundabouts
- South Beach Parking lot reconfiguration
- Extending west bound turn lanes at Sunrise Boulevard and A1A

The projects currently either under review or at various stages of construction are illustrated on the plan with a blue shade. Since parking and in particular back-out parking is one of the biggest aesthetic challenges found on the beach, the Team found it re-assuring to find that all of the proposed private sector projects, due to what appears to be market reasons and current City codes and regulations, are planning the required parking interior to the parcel and/or in a structured garage. In the case of Palazzo Las Olas, a proposed public/private project located on the Las Olas Intracoastal Lot, 1,000 public parking spaces shall be provided in a series of three garages, plus additional parking spaces to accommodate the residential and retail components of the project.

Finally, the Team has identified the City owned properties, as depicted in the light purple color. All of the sites, with the exception of either large medians or the vacant parcel located on A1A and Seabreeze, are currently developed, or have plans for development. When possible, these projects should incorporate the principals for streetscape improvements, as described in this report.





Final Master Plan Costs

As part of the Final Master Planning Process, the previously prepared order of magnitude costs were reviewed and refined for the potential streetscape improvements. Please note, these budgets are prepared as an order of magnitude to assist the City in their budgeting purposes for potential implementation.

As before, these costs were separated by the four (4) Beach Districts identified during the Site Inventory and Analysis phase of the planning process. The order of magnitude costs are associated with the following design initiatives:

- Gateway/Entrance
- Street trees/landscape improvements
- Median treatment with landscape and/or parking
- Intersection treatment
- Intracoastal overlooks
- One way traffic with angle parking and landscape improvements
- Site furnishings
- Secondary gateway
- Gateway Park and plaza
- Parkway
- Bonnet House Entrance
- Special Paving in Turn Lane / Crosswalk Improvements

In summary, the final order of magnitude costs associated with the improvements, are as follows:

- | | |
|--|---------------|
| • South Beach CRA District - | \$1.0 million |
| • Central Beach CRA District - | \$2.2 million |
| • North Beach Intracoastal/Overlook District - | \$4.0 million |
| • Sunrise Lane District- | \$2.2 million |

Total proposed improvements: \$9.4 million.

Please note, upon completion of our Site Analysis and Planning efforts, we separated the North Beach Intracoastal/Overlook district into two areas, based on existing land uses. These areas have been described as North Beach Intracoastal/Overlook District - Area A and North Beach Intracoastal/Overlook District - Area B. The order of magnitude costs associated with the two areas are:

North Beach Intracoastal/Overlook District Total: \$4.0 million
Area A: \$300,000
Area B: \$3.7 million



The above costs have been rounded for summary purposes. For a detailed break down of the preliminary costs, please refer to the Appendix A: Order of Magnitude Costs. In this Appendix the costs are broken down by District, and by specific improvements.



APPENDIX A

Order of Magnitude Costs

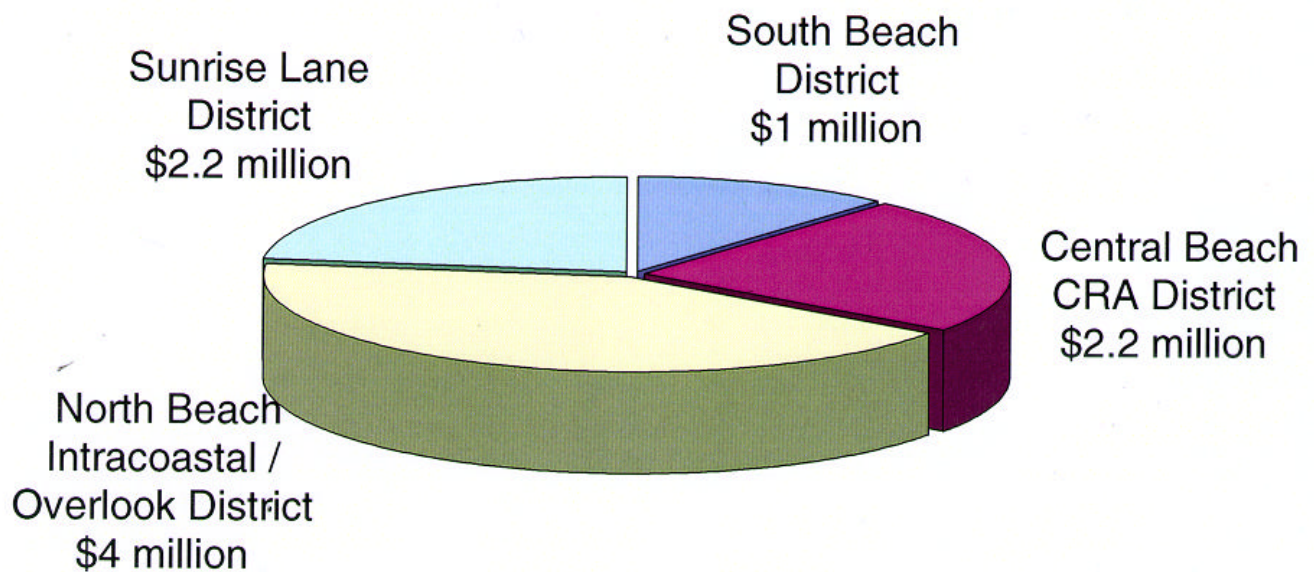


**BEACH STREETSCAPE MASTER PLAN
ORDER OF MAGNITUDE COST SUMMARY
MASTER PLAN**

Item	Subtotal	Total
South Beach District		\$1,063,069.38
Central Beach CRA District		\$2,214,176.34
North Beach Intracoastal/Overlook District		
Area A:	\$ 296,764.17	
Area B:	\$3,674,193.96	
		\$3,970,958.13
Sunrise Lane District		\$2,177,906.83
	TOTAL	\$9,426,110.68



Beach Streetscape Costs by District



Note: Costs have been rounded for planning purposes only.

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SOUTH BEACH DISTRICT

ORDER OF MAGNITUDE COST SUMMARY

Item	Qty.	Unit	Unit Cost	Subtotal	Total
A1A MEDIAN (100' Section)	23	EA	\$11,825.00		\$ 271,975.00
DEMOLITION WORK					
Removal of asphalt and concrete	1500	SF	\$ 0.75	\$ 1,125.00	
HARDSCAPE					
Special paving	1000	SF	\$ 10.00	\$ 10,000.00	
Concrete Banding (1' wide)	200	LF	\$ 3.50	\$ 700.00	
			Total	\$11,825.00	
SIGNAGE	1	LS	\$62,500.00		\$ 62,500.00
Regulatory signage	25	EA	\$ 2,500.00	\$ 62,500.00	
			Total	\$62,500.00	
GENERAL STREET IMPROVEMENTS	1	LS	\$141,250.00		\$ 141,250.00
Concrete sidewalk (5')	22,500	SF	\$ 3.50	\$ 78,750.00	
Regulatory signage allowance (25 signs)	1	LS	\$ 62,500.00	\$ 62,500.00	
			Total	\$141,250.00	
GATEWAY	1	LS	\$45,000.00		\$ 45,000.00
Gateway	1	EA	\$ 45,000.00	\$ 45,000.00	
			Total	\$45,000.00	
CROSSWALK IMPROVEMENTS ALONG A1A					
Crosswalks (actually design and bid by City)	1	LS	\$ 200,000.00	\$200,000.00	
					\$200,000.00
			Sub-Total		\$790,795.00

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CENTRAL BEACH CRA DISTRICT ORDER OF MAGNITUDE COST SUMMARY

Item	Qty.	Unit	Unit Cost	Subtotal	Total
STREET INTERSECTION	7	EA	\$30,475.00		\$ 213,325.00
DEMOLITION WORK					
Removal of asphalt and concrete	7500	SF	\$ 0.75	\$ 5,625.00	
HARDSCAPE					
Asphalt Paving	1475	SF	\$ 2.00	\$ 2,950.00	
Special paving (crosswalks)	700	SF	\$ 10.00	\$ 7,000.00	
24" Curb and Gutter	325	LF	\$ 18.00	\$ 5,850.00	
12" Concrete band	180	LF	\$ 18.00	\$ 3,240.00	
Concrete sidewalk	1660	SF	\$ 3.50	\$ 5,810.00	
			Total	\$30,475.00	
MEDIAN (12')	1	EA	\$84,719.00		\$ 84,719.00
DEMOLITION WORK					
Removal of asphalt	6000	SF	\$ 0.75	\$ 4,500.00	
HARDSCAPE					
Asphalt Paving Repair & Resurfacing	1600	SF	\$ 2.00	\$ 3,200.00	
24" Curb and Gutter	1048	LF	\$ 18.00	\$ 18,864.00	
LANDSCAPE					
Shade trees	16	EA	\$ 750.00	\$ 12,000.00	
Shrub & groundcover	6000	SF	\$ 5.00	\$ 30,000.00	
Soil planting mix	333	CY	\$ 35.00	\$ 11,655.00	
Irrigation	6000	SF	\$ 0.75	\$ 4,500.00	
			Total	\$84,719.00	
NEIGHBORHOOD OVERLOOK PARK	2	EA	\$75,346.25		\$ 150,692.50
DEMOLITION WORK					
Removal of asphalt and concrete	735	SF	\$ 0.75	\$ 551.25	
HARDSCAPE					
Asphalt Paving Repair & Resurfacing	400	SF	\$ 2.00	\$ 800.00	
Special paving	200	SF	\$ 10.00	\$ 2,000.00	
24" Curb and Gutter	80	LF	\$ 18.00	\$ 1,440.00	
12" Concrete band	40	LF	\$ 18.00	\$ 720.00	

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CENTRAL BEACH CRA DISTRICT ORDER OF MAGNITUDE COST SUMMARY

Item	Qty.	Unit	Unit Cost	Subtotal	Total
SITE LIGHTING					
Street Lighting	1	EA	\$ 2,500.00	\$ 2,500.00	
SIGNAGE					
Regulatory, character signage allowance	1	LS	\$ 2,500.00	\$ 2,500.00	
SITE FURNITURE					
Bench	3	EA	\$1,500.00	\$ 4,500.00	
Trash receptacle	2	EA	\$750.00	\$ 1,500.00	
			Total	\$75,346.25	
SERVICE STREET IMPROVEMENTS	1	LS	\$149,900.00		\$ 149,900.00
DEMOLITION WORK					
Removal of asphalt and concrete	10000	SF	\$ 0.75	\$ 7,500.00	
HARDSCAPE					
Asphalt Paving Repair & Resurfacing	5500	SF	\$ 2.00	\$ 11,000.00	
Special paving	4250	SF	\$ 10.00	\$ 42,500.00	
24" Curb and Gutter	1100	LF	\$ 18.00	\$ 19,800.00	
Concrete sidewalk	5000	SF	\$ 3.50	\$ 17,500.00	
LANDSCAPE					
Shade trees	12	EA	\$ 750.00	\$ 9,000.00	
Minor palms	20	EA	\$ 300.00	\$ 6,000.00	
Shrub & groundcover	2500	SF	\$ 5.00	\$ 12,500.00	
Soil planting mix	135	CY	\$ 35.00	\$ 4,725.00	
Irrigation	2500	SF	\$ 0.75	\$ 1,875.00	
SITE LIGHTING					
Street Lighting	5	EA	\$ 2,500.00	\$ 12,500.00	
SIGNAGE					
Regulatory, directional signage allowance	1	LS	\$ 5,000.00	\$ 5,000.00	
			Total	\$149,900.00	
SIGNAGE	1	LS	\$229,500.00		\$ 229,500.00
Regulatory signage allowance (90 signs)	1	LS	\$ 229,500.00	\$ 229,500.00	
			Total	\$229,500.00	

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CENTRAL BEACH CRA DISTRICT ORDER OF MAGNITUDE COST SUMMARY

Item	Qty.	Unit	Unit Cost	Subtotal	Total
GENERAL STREET IMPROVEMENTS	1	LS	\$673,000.00		\$ 673,000.00
Gateway	1	EA	\$ 45,000.00	\$ 45,000.00	
Secondary gateways	2	EA	\$ 35,000.00	\$ 70,000.00	
Gateway park	1	LS	\$ 75,000.00	\$ 75,000.00	
Pedestrian lighting (average 100' O.C.)	161	EA	\$ 3,000.00	\$ 483,000.00	
			Total	\$673,000.00	

SEABREEZE IMPROVEMENTS NOT INCLUDED

Sub-Total	\$1,501,136.50
Soft Costs	\$412,812.54
City Administration	
Survey	
Design Fees	
Construction Inspection	
Construction Administration	
20% Contingency	\$300,227.30
Grand Total	\$2,214,176.34

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NORTH BEACH INTRACOASTAL/OVERLOOK DISTRICT

Item	Qty.	Unit	Unit Cost	Subtotal	Total
STREET INTERSECTION	18	EA	\$44,468.75		\$ 800,437.50
DEMOLITION WORK					
Removal of asphalt and concrete	7500	SF	\$ 0.75	\$ 5,625.00	
HARDSCAPE					
Asphalt Paving	1475	SF	\$ 2.00	\$ 2,950.00	
Special paving (crosswalks)	700	SF	\$ 10.00	\$ 7,000.00	
24" Curb and Gutter	325	LF	\$ 18.00	\$ 5,850.00	
12" Concrete band	180	LF	\$ 18.00	\$ 3,240.00	
Concrete sidewalk	1660	SF	\$ 3.50	\$ 5,810.00	
LANDSCAPE					
Trees	4	EA	\$ 750.00	\$ 3,000.00	
Shrub & groundcover	1425	SF	\$ 5.00	\$ 7,125.00	
Soil planting mix	80	CY	\$ 35.00	\$ 2,800.00	
Irrigation	1425	SF	\$ 0.75	\$ 1,068.75	
			Total	\$44,468.75	
NEIGHBORHOOD OVERLOOK PARK	2	EA	\$75,346.25		\$ 150,692.50
DEMOLITION WORK					
Removal of asphalt and concrete	735	SF	\$ 0.75	\$ 551.25	
HARDSCAPE					
Asphalt Paving Repair & Resurfacing	400	SF	\$ 2.00	\$ 800.00	
Special paving	200	SF	\$ 10.00	\$ 2,000.00	
24" Curb and Gutter	80	LF	\$ 18.00	\$ 1,440.00	
12" Concrete band	40	LF	\$ 18.00	\$ 720.00	
Concrete sidewalk	200	SF	\$ 3.50	\$ 700.00	
Overlook dock/shade structure allowance	1	LS	\$ 50,000.00	\$ 50,000.00	
LANDSCAPE					
Shade trees	6	EA	\$ 750.00	\$ 4,500.00	
Minor palms	6	EA	\$ 300.00	\$ 1,800.00	
Shrub & groundcover	240	SF	\$ 5.00	\$ 1,200.00	
Soil planting mix	13	CY	\$ 35.00	\$ 455.00	
Irrigation	240	SF	\$ 0.75	\$ 180.00	

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NORTH BEACH INTRACOASTAL/OVERLOOK DISTRICT

Item	Qty.	Unit	Unit Cost	Subtotal	Total
SITE FURNITURE					
Bench	3	EA	\$1,500.00	\$ 4,500.00	
Trash receptacle	2	EA	\$750.00	\$ 1,500.00	
			Total	\$75,346.25	
PARKING MEDIAN (90FT Section)	24	EA	\$35,366.25		\$ 848,790.00
DEMOLITION WORK					
Removal of asphalt	1625	SF	\$ 0.75	\$ 1,218.75	
HARDSCAPE					
Asphalt Paving Repair & Resurfacing	1600	SF	\$ 2.00	\$ 3,200.00	
Special paving	800	SF	\$ 10.00	\$ 8,000.00	
24" Curb and Gutter	230	LF	\$ 18.00	\$ 4,140.00	
12" Concrete band	55	LF	\$ 18.00	\$ 990.00	
LANDSCAPE					
Shade trees	2	EA	\$ 750.00	\$ 1,500.00	
Small trees/palms	4	EA	\$ 450.00	\$ 1,800.00	
Sabal palms	5	EA	\$ 175.00	\$ 875.00	
Shrub & groundcover	650	SF	\$ 5.00	\$ 3,250.00	
Soil planting mix	36	CY	\$ 35.00	\$ 1,260.00	
Irrigation	650	SF	\$ 0.75	\$ 487.50	
SITE LIGHTING					
Street Lighting	1	EA	\$ 2,500.00	\$ 2,500.00	
SIGNAGE					
Regulatory, directional signage allowance	1	LS	\$ 6,145.00	\$ 6,145.00	
			Total	\$35,366.25	
MEDIAN (12')	1	EA	\$373,205.00		\$ 373,205.00
DEMOLITION WORK					
Removal of asphalt	29400	SF	\$ 0.75	\$ 22,050.00	
HARDSCAPE					
24" Curb and Gutter	4900	LF	\$ 18.00	\$ 88,200.00	
LANDSCAPE					
Shade trees	49	EA	\$ 750.00	\$ 36,750.00	
Shrub & groundcover	29400	SF	\$ 5.00	\$ 147,000.00	
Soil planting mix	1633	CY	\$ 35.00	\$ 57,155.00	
Irrigation	29400	SF	\$ 0.75	\$ 22,050.00	
			Total	\$373,205.00	

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NORTH BEACH INTRACOASTAL/OVERLOOK DISTRICT

Item	Qty.	Unit	Unit Cost	Subtotal	Total
PARKWAY MEDIAN	1	LS	\$519,050.00		\$ 519,050.00
DEMOLITION WORK					
Removal of asphalt	50600	SF	\$ 0.75	\$ 37,950.00	
HARDSCAPE					
24" Curb and Gutter	4600	LF	\$ 18.00	\$ 82,800.00	
LANDSCAPE					
Shade trees	12	EA	\$ 750.00	\$ 9,000.00	
Shrub & groundcover	50600	SF	\$ 5.00	\$ 253,000.00	
Soil planting mix	2810	CY	\$ 35.00	\$ 98,350.00	
Irrigation	50600	SF	\$ 0.75	\$ 37,950.00	
			Total	\$519,050.00	
			Sub-Total		\$2,692,175.00
			Soft Costs		\$740,348.13
			City Administration		
			Survey		
			Design Fees		
			Construction Inspection		
			Construction Administration		
			20% Contingency		\$538,435.00
			Grand Total		\$3,970,958.13

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SUNRISE LANE DISTRICT

ORDER OF MAGNITUDE COST SUMMARY

Item	Qty.	Unit	Unit Cost	Subtotal	Total
NORTH BEACH (PARROT LOUNGE NEIGHBORHOOD)	1		\$227,822.00		\$227,822.00
LANDSCAPE					
Coconut Palm	36		\$ 600.00	\$ 21,600.00	
Hurricane Palm	8		\$ 350.00	\$ 2,800.00	
Hedges	44		\$ 10.00	\$ 440.00	
Ground cover	1750		\$ 4.00	\$ 7,000.00	
Irrigation	1		\$ 7,000.00	\$ 7,000.00	
SITE FURNITURE/FENCING					
Decorative Benches	5		\$ 1,500.00	\$ 7,500.00	
Decorative Trash Receptacles	5		\$ 1,000.00	\$ 5,000.00	
Bike racks	3		\$ 1,500.00	\$ 4,500.00	
Tree Grates (7')	3		\$ 1,000.00	\$ 3,000.00	
Decorative Metal Fencing	48		\$ 50.00	\$ 2,400.00	
LIGHTING					
Decorative Entry Features	4		\$ 6,000.00	\$ 24,000.00	
Decorative Street Lights	10		\$ 4,000.00	\$ 40,000.00	
CURBING AND WALKWAYS					
Demolish Asphalt and Concrete	5600		\$ 3.00	\$ 16,800.00	
Install concrete curb	600		\$ 15.00	\$ 9,000.00	
Install concrete curb & gutter	275		\$ 20.00	\$ 5,500.00	
Install 12"x12" header curb	180		\$ 20.00	\$ 3,600.00	
Install color concrete sidewalks	5000		\$ 5.50	\$ 27,500.00	
Install brick crosswalks	600		\$ 10.00	\$ 6,000.00	
OTHER COSTS					
Engineering/Design/Permitting and Mobilization	1	LS	\$ 34,182.00	\$ 34,182.00	
Total				\$227,822.00	

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SUNRISE LANE DISTRICT

ORDER OF MAGNITUDE COST SUMMARY

Item	Qty.	Unit	Unit Cost	Subtotal	Total
NE 9th CT STREET IMPROVEMENTS	5	LS	\$ 104,250.00		\$ 521,250.00
DEMOLITION WORK					
Removal of asphalt and concrete	7800	SF	\$ 0.75	\$ 5,850.00	
HARDSCAPE					
Asphalt Paving Repair & Resurfacing	1200	SF	\$ 2.00	\$ 2,400.00	
24" Curb and Gutter	600	LF	\$ 18.00	\$ 10,800.00	
Concrete sidewalk	3000	SF	\$ 3.50	\$ 10,500.00	
LANDSCAPE					
Shade trees	24	EA	\$ 750.00	\$ 18,000.00	
Shrub & groundcover	4800	SF	\$ 5.00	\$ 24,000.00	
Soil planting mix	260	CY	\$ 35.00	\$ 9,100.00	
Irrigation	4800	SF	\$ 0.75	\$ 3,600.00	
SITE LIGHTING					
Street Lighting (100' O.C.)	6	EA	\$ 2,500.00	\$ 15,000.00	
SIGNAGE	1	LS	\$ 5,000.00	\$ 5,000.00	
Regulatory, directional signage allowance					
			Total	\$ 104,250.00	
GENERAL STREET IMPROVEMENTS	1	LS	\$ 727,475.00		\$ 727,475.00
Sunrise Boulevard. & Beach Gateway	1	LS	\$ 376,125.00	\$ 376,125.00	
Bridge Gateway	1	LS	\$ 45,000.00	\$ 45,000.00	
Signage allowance (Regulatory (32 signs)	32	EA	\$ 3,000.00	\$ 96,000.00	
Bonnet House Entry Statement	1	LS	\$ 100,000.00	\$ 100,000.00	
NE 9th Street	1	LS	\$ 110,350.00	\$ 110,350.00	
A1A (East Side)	1	LS	\$ 386,000.00	\$ 386,000.00	
Birch Road	1	LS	\$ 80,212.50	\$ 80,212.50	
			Total	\$ 727,475.00	
			Sub-Total		\$1,476,547.00
			Soft Costs		\$406,050.43
			City Administration		
			Survey		
			Design Fees		
			Construction Inspection		
			Construction Administration		
			20% Contingency		\$295,309.40
			Grand Total		\$2,177,906.83